

Economic Development

Major Findings

- ❑ Agricultural operations, both dairy and crop farming, is still the major industry in Friendship.
- ❑ Commercial development has occurred on USH 45 in eastern Friendship, where residential development along Lake Winnebago is most prevalent and along Pioneer Road visible from USH 41.
- ❑ The Town of Friendship's existing road network is in good condition, with USH 41 interchanges providing an advantage for businesses that are looking for visibility or relatively close access to this major roadway.
- ❑ The Town of Friendship wants to be a predominantly farming community with some locations for low-density residential development and a limited amount of industrial or commercial uses.

General Recommendations

- ❑ The Town of Friendship will not be opposed to modernization and reasonable expansion of existing businesses in the Town, and will support limited neighborhood commercial-type land uses where appropriate.

Goal and Objectives

Goal

- ❑ Continue to maintain the town's rural character through the encouragement of agricultural operations, existing businesses, small home-based businesses, and selective location of commercial uses that do not conflict with surrounding land uses.

Objectives

1. **Public Programs** Become educated, and educate others, regarding the different programs available to businesses from local, state, and federal sources.
2. **Support Existing Businesses** The Town of Friendship will support existing commercial businesses, encouraging them to expand at their present locations as opposed to moving to another location outside the town.
3. **Compatibility** Maintain a high degree of compatibility between existing and future land uses, and minimize negative impacts of new development.

Background Information

Analysis of Economic Base

- Agricultural operations, both dairy and crop farming, are still viable businesses and should be protected. Agricultural lands constitute 65% of the Town of Friendship's total land area.
- The Town has a number of smaller businesses with small to moderate numbers of employees. Town officials should meet periodically with these companies to determine any issues the businesses may have with town services, or need assistance in locating to a larger site in the town.

Table 9
Town of Friendship Employers

Employer	Street	Product/Service
Advantage Refrigeration North Inc	Mosher Drive	
Arctic Glacier WI Inc.		Ice manufacturing
Balthazor Enterprises	N7916 Van Dyne Rd	
Bank Of Oakfield	N9512 Van Dyne Rd	Bank
Bergman Lumber Co	W6901 Main St	Wood products
Blanck's Lake Aire Supper Club	N8751 Lake Shore Dr	Restaurant
Ruedinger Farms	Cemetery Road	Milk production
Marghals Tavern	USH 45	Tavern
Community Ag Service Inc	Viaduct Road	Ag Services
D.D.G., Inc	Cemetery Road	HVAC contractor
Wendt's Restaurant	USH 45	Restaurant
Wendt's Marina	USH 45	Boat Marina
Jim Binner Pools	Mosher Road	Pool sales
Barber Warehouse	Minnesota Avenue	Mini-storage
Flood Homes Inc	N7559 N Pioneer Rd	Modular/Manufactured Home sales
Fond Du Lac Express	Penny Lane	Delivery Service
Mini-Storage	Subway Road	Mini-Storage
Fondy Heating & Air Conditioning	N7374 Mosher Dr	HVAC
Gieses Country Market LLC	N9564 Van Dyne Rd	Grocery Store
GK Holdings LLC	N7333 Mosher Dr	Land Investments
Grade A Welding	N7305 Lake Shore Dr	Welding
Hounsell Greenhouse	N7708 Lake Shore Dr	Greenhouse
Kara's 101 Creations, LLC	N9519 Van Dyne Rd	Hair Salon
L & R Excavating & Trucking	W6836 Lincoln Rd	Excavating & Trucking
Lamar Advertising Of Milwaukee	Osborn Way	Advertising
Lone Elm Sales Inc	Van Dyne	Wholesale Pizza Supplies
Moon Marine	N7375 Mosher Rd	Boats
NEL-BECK Properties	9520 Van Dyne Dr	Tavern
Oakgreen Inc	389 Pioneer Road	Mini-golf
Shelley Enterprises	W6276 Northwestern Ave	Trucking
Lavern D. Strelow	8511 Van Dyne Rd	Trucking

Source: Town of Friendship

Types of New Businesses Desired

Town of Friendship Preferences

- ❑ To serve existing residences, the Town of Friendship favors businesses and office uses that meet the needs of its residents. Types of businesses may be retail, service, and restaurant establishments. Locating in the Town of Friendship would save residents travel time.

Ability to Retain and Attract Business

Location

- ❑ The geographic location of a community is one of the most important factors in determining the ability of a local government to attract or retain business. The Town of Friendship is on the fringe of the Fond du Lac metropolitan area. More concentrated population generates commercial uses.
- ❑ The predominant interest in commercial development has occurred on Pioneer Road (visible from USH 41), along USH 45, and in the Van Dyne area.

Infrastructure

- ❑ The Town of Friendship's existing road network is in good condition, and USH 41 is accessible from Melody Lane and CTH "OO". These freeway access points are a community asset for potential business development.
- ❑ A disadvantage the town faces is the lack of public sewer and water systems for businesses and industry to utilize. The cost of developing and maintaining such systems is significant and possibly cost prohibitive.

Regulatory Issues

- ❑ The Town of Friendship seeks to strike a balance between the needs of businesses expanding in the community and those of the rest of the community.
- ❑ Zoning and building codes help to ensure that the health, safety, and welfare of the community is protected and maintained. Currently, the Town is not aware of any regulatory issues negatively affecting businesses.

Sites for New or Expanding Businesses

- ❑ The Town of Friendship does not have a "Business Park", but would support the rezoning and platting of commercial projects based on consistency with future commercial or industrial land locations as shown on the Land Use Plan. Commercial or industrial development has occurred based on market supply and demand.
- ❑ As shown on the Land Use Plan, the Town has designated new business locations. Based on an appropriate business development plan and consistency with the Land Use Plan, the Town could support a rezoning and land division that would bolster the tax base and provide jobs for its residents.

Use of Brownfield Sites

See Map 10

- ❑ Brownfields are abandoned, idle, or underused commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination. These types of properties are found in nearly every community of the state.
- ❑ Redevelopment of brownfields makes economic sense by returning these properties to a

productive use, thereby creating jobs. Brownfield redevelopment also optimizes existing infrastructure.

- ❑ Identification of potential brownfield sites can be accomplished by examining state and federal databases that list potentially contaminated properties. The WDNR's Remediation and Redevelopment site <http://dnr.wi.gov/org/aw/rr/gis/index.htm> is a web-based mapping system that provides information about contaminated properties. The U.S. Environmental Protection Agency's EnviroMapper site, <http://iaspub.epa.gov/Cleanups/> is a web-based mapping system that identifies contaminated areas that have been, or are in the process of, being cleaned up.
- ❑ Once identified, potentially contaminated sites can be cross-referenced with tax records to determine whether a site is tax delinquent or otherwise available for redevelopment as a brownfield site.
- ❑ Once brownfield sites have been identified, the town should develop a strategy for clean-up and redevelopment through the use of environmental liability exemptions and financial incentives.
- ❑ More information on brownfields, including information on financial support, can be found at the following website:
<http://dnr.wi.gov/org/aw/rr/index.htm>

County, Regional, and State Programs

County Programs

Fond du Lac County Economic Corporation

The Fond du Lac County Economic Development Corporation (FCEDC) is a county-wide private/public partnership whose mission is to improve the economic well being of the businesses, communities, and residents of the county. The FCEDC provides community services that include consultation, community preparedness, attraction assistance, and education to encourage new businesses to locate in communities that are members of the corporation. More information regarding this agency can be found at <http://www.fcfdc.com/about.html>

State Programs

Wisconsin Department of Commerce

- ❑ The Wisconsin Department of Commerce offers a number of programs in support of economic development. The programs are too numerous to list here. Some of the programs provide direct assistance to a business, others fund the business through the local community, and still other programs provide direct assistance to a community.
- ❑ The Department of Commerce has Area Development Managers located throughout the state to work with local communities and businesses in identifying the resources available from the state and other sources. Information on their programs is available at <http://www.commerce.state.wi.us>

Wisconsin Small Business Development Center

- ❑ The Wisconsin Small Business Development Center provides business management education programs at an affordable fee. Counseling to address individual business needs is available without cost to the small business client. The nearest SBDC office is located at the University of Wisconsin-Oshkosh in the Center for Community Partnerships. Information on the programs and services offered by the SBDC can be found at www.wisconsinsbdc.org.

Regional Programs

New North

- New North, Inc. is a consortium of business, economic development, chambers of commerce, workforce development, civic, non-profit, and education leaders in eighteen counties of Northeast Wisconsin who are working to be recognized as competitive for job growth while maintaining our superior quality of life.

- In addition to working together to promote and help expand existing economic development efforts, New North, Inc. will concentrate on:
 - Fostering regional collaboration
 - Focusing on targeted growth opportunities
 - Supporting an entrepreneurial climate
 - Encouraging educational attainment
 - Encouraging and embracing diverse talents
 - Promoting the regional brand

- More information on the New North, Inc. is available at www.thenewnorth.com.

East Central Wisconsin Regional Planning Commission

The East Central Wisconsin Regional Planning Commission prepares a Comprehensive Economic Development Strategy (CEDS) covering the ten counties in its region. The most recent update was completed in October 2008, and serves as a five-year update.